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## Explorer

Summary

| Language | Acquisition |  |  | Behavior |  |  | Conversions |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Sessions | \% New Sessions | New Users | Bounce Rate | Pages / <br> Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
|  | $\begin{array}{r} 718,961 \\ \% \text { of Total: } \\ 100.00 \%(718,961) \end{array}$ | $\begin{array}{r} 27.92 \% \\ \text { Site Avg: } \\ 27.88 \% \\ (0.15 \%) \end{array}$ | $\begin{array}{r} 200,740 \\ \% \text { of Total: } \\ 100.15 \% \\ (200,440) \end{array}$ | $\begin{array}{r} 27.09 \% \\ \text { Site Avg: } \\ 27.09 \% \\ (0.00 \%) \end{array}$ | $\begin{array}{r} 12.81 \\ \text { Site Avg: } \\ 12.81 \\ (0.00 \%) \end{array}$ | 00:13:05 <br> Site Avg: <br> 00:13:05 <br> (0.00\%) | $\begin{array}{r} 0.00 \% \\ \text { Site Avg: } \\ 0.00 \% \\ (0.00 \%) \end{array}$ | $\begin{array}{r} 0 \\ \text { \% of Total: } \\ 0.00 \%(0) \end{array}$ | $\begin{array}{r} \$ 0.00 \\ \% \text { of Total: } \\ 0.00 \%(\$ 0.00) \end{array}$ |
| 1. en-us | 269,476 (37.48\%) | 29.89\% | 80,541 (40.12\%) | 28.31\% | 11.92 | 00:12:11 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 2. es | 136,818 (19.03\%) | 21.46\% | 29,366 (14.63\%) | 26.48\% | 15.07 | 00:14:39 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 3. $\mathrm{pt}-\mathrm{br}$ | 103,352 (14.38\%) | 27.37\% | 28,290 (14.09\%) | 20.75\% | 13.76 | 00:13:56 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 4. fr | 44,365 (6.17\%) | 29.40\% | 13,045 (6.50\%) | 31.82\% | 11.29 | 00:13:35 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 5. es-es | 35,030 (4.87\%) | 24.33\% | 8,524 (4.25\%) | 22.40\% | 17.93 | 00:17:02 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 6. de | 27,414 (3.81\%) | 31.63\% | 8,670 (4.32\%) | 28.77\% | 9.94 | 00:10:36 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 7. en | 11,738 (1.63\%) | 25.52\% | 2,996 (1.49\%) | 27.74\% | 11.56 | 00:14:59 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 8. en-gb | 10,509 (1.46\%) | 25.18\% | 2,646 (1.32\%) | 28.55\% | 10.03 | 00:12:57 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 9. $\mathrm{zh}-\mathrm{cn}$ | 9,968 (1.39\%) | 23.91\% | 2,383 (1.19\%) | 21.71\% | 11.24 | 00:13:44 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 10. zh-tw | 8,071 (1.12\%) | 17.17\% | 1,386 (0.69\%) | 27.25\% | 7.77 | 00:13:10 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 11. it | 6,889 (0.96\%) | 38.76\% | 2,670 (1.33\%) | 30.80\% | 13.46 | 00:11:12 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 12. es-ar | 6,213 (0.86\%) | 21.76\% | 1,352 (0.67\%) | 18.62\% | 16.90 | 00:17:13 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 13. nl | 5,396 (0.75\%) | 41.49\% | 2,239 (1.12\%) | 39.20\% | 9.37 | 00:06:54 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 14. ru | 5,337 (0.74\%) | 47.70\% | 2,546 (1.27\%) | 49.92\% | 6.57 | 00:06:01 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 15. ko | 4,901 (0.68\%) | 21.69\% | 1,063 (0.53\%) | 20.38\% | 13.92 | 00:12:54 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 16. ja | 4,674 (0.65\%) | 42.34\% | 1,979 (0.99\%) | 29.70\% | 8.23 | 00:05:51 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 17. pl | 4,607 (0.64\%) | 38.68\% | 1,782 (0.89\%) | 37.27\% | 11.18 | 00:09:46 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 18. sv | 2,795 (0.39\%) | 28.19\% | 788 (0.39\%) | 27.58\% | 10.11 | 00:12:03 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 19. cs | 2,655 (0.37\%) | 48.96\% | 1,300 (0.65\%) | 40.45\% | 11.11 | 00:08:18 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 20. sv-se | 1,992 (0.28\%) | 22.24\% | 443 (0.22\%) | 16.37\% | 12.06 | 00:12:34 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 21. fr-fr | 1,577 (0.22\%) | 17.95\% | 283 (0.14\%) | 26.82\% | 14.60 | 00:12:21 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 22. pt | 1,566 (0.22\%) | 45.59\% | 714 (0.36\%) | 32.50\% | 7.02 | 00:06:41 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 23. da | 1,262 (0.18\%) | 44.77\% | 565 (0.28\%) | 39.06\% | 5.92 | 00:06:21 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 24. de-de | 1,240 (0.17\%) | 32.82\% | 407 (0.20\%) | 20.24\% | 12.09 | 00:10:54 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 25. $\operatorname{tr}$ | 1,207 (0.17\%) | 63.21\% | 763 (0.38\%) | 44.74\% | 5.53 | 00:04:37 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 26. ca | 971 (0.14\%) | 7.93\% | 77 (0.04\%) | 22.66\% | 12.09 | 00:22:22 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 27. pt-pt | 773 (0.11\%) | 37.00\% | 286 (0.14\%) | 23.80\% | 12.72 | 00:11:31 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 28. hu | 746 (0.10\%) | 74.26\% | 554 (0.28\%) | 61.66\% | 3.24 | 00:01:39 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 29. ja-jp | 574 (0.08\%) | 32.75\% | 188 (0.09\%) | 31.01\% | 13.11 | 00:07:26 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 30. ja-jp-mac | 551 (0.08\%) | 11.07\% | 61 (0.03\%) | 10.34\% | 25.66 | 00:17:25 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 31. fi | 536 (0.07\%) | 62.69\% | 336 (0.17\%) | 41.79\% | 5.83 | 00:03:43 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |
| 32. es-419 | 466 (0.06\%) | 19.74\% | 92 (0.05\%) | 18.03\% | 13.18 | 00:15:22 | 0.00\% | 0 (0.00\%) | \$0.00 (0.00\%) |


| 33. es-la | 452 | (0.06\%) | 22.12\% | 100 | (0.05\%) | 37.39\% | 23.75 | 00:14:18 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 34. sk |  | (0.06\%) | 64.79\% |  | (0.13\%) | 61.37\% | 3.58 | 00:01:39 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 35. de-at | 397 | (0.06\%) | 35.01\% |  | (0.07\%) | 12.09\% | 11.40 | 00:10:57 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 36. no |  | (0.05\%) | 51.90\% | 205 | (0.10\%) | 37.22\% | 6.87 | 00:05:22 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 37. el | 385 | (0.05\%) | 75.84\% |  | (0.15\%) | 62.08\% | 2.93 | 00:01:43 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 38. fr-ca | 368 | (0.05\%) | 1.09\% | 4 | (0.00\%) | 21.74\% | 35.19 | 00:44:26 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 39. it-it | 296 | (0.04\%) | 39.19\% | 116 | (0.06\%) | 31.08\% | 7.92 | 00:08:55 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 40. nb-no | 288 | (0.04\%) | 20.14\% | 58 | (0.03\%) | 74.65\% | 3.14 | 00:03:20 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 41. ru; alexa toolbar | 228 | (0.03\%) | 0.44\% | 1 | (0.00\%) | 68.42\% | 6.63 | 00:14:26 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 42. sl | 182 | (0.03\%) | 61.54\% | 112 | (0.06\%) | 67.58\% | 2.26 | 00:01:04 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 43. nl-nl | 165 | (0.02\%) | 44.24\% | 73 | (0.04\%) | 31.52\% | 6.61 | 00:10:47 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 44. bg | 159 | (0.02\%) | 66.67\% | 106 | (0.05\%) | 54.72\% | 8.99 | 00:04:31 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 45. he | 121 | (0.02\%) | 68.60\% | 83 | (0.04\%) | 74.38\% | 1.87 | 00:00:18 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 46. ar-sa | 120 | (0.02\%) | 81.67\% | 98 | (0.05\%) | 69.17\% | 2.41 | 00:01:32 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 47. et | 116 | (0.02\%) | 24.14\% | 28 | (0.01\%) | 31.90\% | 14.62 | 00:17:29 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 48. th | 108 | (0.02\%) | 35.19\% | 38 | (0.02\%) | 16.67\% | 11.78 | 00:13:51 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 49. pl-pl | 99 | (0.01\%) | 35.35\% | 35 | (0.02\%) | 28.28\% | 5.53 | 00:05:47 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 50. It | 97 | (0.01\%) | 71.13\% | 69 | (0.03\%) | 73.20\% | 1.97 | 00:00:59 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 51. (not set) | 85 | (0.01\%) | 65.88\% | 56 | (0.03\%) | 24.71\% | 5.72 | 00:08:32 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 52. ro | 85 | (0.01\%) | 84.71\% | 72 | (0.04\%) | 64.71\% | 6.38 | 00:02:43 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 53. id | 73 | (0.01\%) | 68.49\% | 50 | (0.02\%) | 39.73\% | 3.66 | 00:03:46 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 54. cs-cz | 60 | (0.01\%) | 71.67\% | 43 | (0.02\%) | 41.67\% | 5.35 | 00:02:14 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 55. pt-br; alexa | 57 | (0.01\%) | 43.86\% | 25 | (0.01\%) | 15.79\% | 17.02 | 00:14:20 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 56. hr | 48 | (0.01\%) | 91.67\% | 44 | (0.02\%) | 68.75\% | 4.52 | 00:01:39 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 57. gl | 46 | (0.01\%) | 6.52\% | 3 | (0.00\%) | 15.22\% | 9.35 | 00:21:17 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 58. zh-hk | 44 | (0.01\%) | 63.64\% | 28 | (0.01\%) | 31.82\% | 29.82 | 00:08:22 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 59. ru-ru | 38 | (0.01\%) | 68.42\% | 26 | (0.01\%) | 73.68\% | 1.79 | 00:00:24 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 60. es-x\| | 36 | (0.01\%) | 5.56\% | 2 | (0.00\%) | 8.33\% | 22.78 | 00:33:26 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 61. hu-hu | 24 | (0.00\%) | 54.17\% | 13 | (0.01\%) | 66.67\% | 2.21 | 00:01:30 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 62. uk | 24 | (0.00\%) | 75.00\% | 18 | (0.01\%) | 54.17\% | 4.12 | 00:04:12 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 63. Iv | 23 | (0.00\%) | 69.57\% | 16 | (0.01\%) | 91.30\% | 1.13 | 00:00:07 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 64. da-dk | 20 | (0.00\%) | 75.00\% | 15 | (0.01\%) | 55.00\% | 3.45 | 00:00:38 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 65. pt_br | 19 | (0.00\%) | 10.53\% | 2 | (0.00\%) | 5.26\% | 4.79 | 00:01:08 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 66. he-il | 18 | (0.00\%) | 5.56\% | 1 | (0.00\%) | 11.11\% | 8.56 | 00:07:20 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 67. fi-fi | 15 | (0.00\%) | 73.33\% | 11 | (0.01\%) | 40.00\% | 9.60 | 00:06:06 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 68. en_us | 14 | (0.00\%) | 85.71\% | 12 | (0.01\%) | 57.14\% | 5.00 | 00:05:56 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 69. nb | 14 | (0.00\%) | 92.86\% | 13 | (0.01\%) | 64.29\% | 4.64 | 00:02:33 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 70. ar | 13 | (0.00\%) | 100.00\% | 13 | (0.01\%) | 84.62\% | 1.85 | 00:00:17 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 71. es-mx | 12 | (0.00\%) | 33.33\% | 4 | (0.00\%) | 16.67\% | 5.08 | 00:02:40 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 72. sr | 10 | (0.00\%) | 100.00\% | 10 | (0.00\%) | 50.00\% | 3.00 | 00:00:18 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 73. el-gr | 9 | (0.00\%) | 77.78\% | 7 | (0.00\%) | 55.56\% | 2.44 | 00:02:59 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 74. mn | 9 | (0.00\%) | 100.00\% | 9 | (0.00\%) | 44.44\% | 1.78 | 00:00:27 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 75. th-th | 7 | (0.00\%) | 71.43\% | 5 | (0.00\%) | 85.71\% | 1.14 | 00:00:01 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 76. vi | 7 | (0.00\%) | 42.86\% | 3 | (0.00\%) | 14.29\% | 29.14 | 00:29:33 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
| 77. ca-ad | 6 | (0.00\%) | 50.00\% | 3 | (0.00\%) | 16.67\% | 4.67 | 00:00:50 | 0.00\% | 0 | (0.00\%) | \$0.00 | (0.00\%) |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |



